Estimated Weekly Network TV Program Costs

Nighttime and Daytime Overall Costs Include Production Expenses, Actors, Musicians, Writers, Royalties, Freelance Directors, Set Construction, Commercial Announcements, Agency Directors, Agency Commission But Not Time Charges.

(Agencies Listed by Initials are Batten, Barton, Durstine & Osborn; Benton & Bowles; Dancer, Fitzgerald & Sample; Doherty, Clifford & Shenfield; Foote, Cone & Belding; Kastor, Farrell, Chesley & Clifford; Kenyon & Eckhardt; J. Walter Thompson; Sullivan, Stauffer, Colwell & Bayles, and Young & Rubicam.)

PROGRAM	NETWORK	COST	SPONSOR	AGENCY	PRODUCER	ORIG.
Aldrich Family	NBC	$6,500	Gen. Foods	Y. & R.	Ralph Warren	N. Y.
Amateur Hour	NBC	6,500	Old Golds	Lennen & Mitchell	Remack Enter.	N. Y.
Morey Amsterdam	DuM	4,500	DuMont Telesets	Campbell - Ewald	Morey Amsterdam	N. Y.
Auction-Aire	ABC	5,500	Libby	JWT	Masterson, Reddy & Nelson	N. Y.
Believe It or Not	NBC	10,000	Ballantine's	JWT	Douglas Storer	N. Y.
Big Story	NBC	12,000	Pall Mall	S.S.C.&B.	Bernard Prockter	N. Y.
Blind Date	ABC	4,000	Esquire Polish	Emil Mogul	Bernard Schubert	N. Y.
Break the Bank	NBC	4,500	Bristol-Myers	D.C.&S.	Ed Wolf Assoc.	N. Y.
Buck Rogers	ABC	5,500	Peter Paul	Maxon	Joe Cates	N. Y.
Camel News Caravan	NBC	10,000	Camels	Esty	Ad Schneider	N. Y.
Captain Video	DuM	2,400	Johnson Candy	Franklin Bruck	DuMont	N. Y.
Cavalcade of Bands	DuM	9,000	Particip.	Products Adv.	Milton Douglas	N. Y.
Cavalcade of Stars	DuM	9,500	Particip.	Products Adv.	Milton Douglas	N. Y.
CBS-TV News	CBS	1,200	Oldsmobile	D. P. Brother	Don Hewitt	N. Y.
Celebrity Time	CBS	6,500	Goodrich	B.B.D.&O.	World Video	N. Y.
Chevrolet Theatre	NBC	8,500	Chev. Dealers	Campbell - Ewald	Vic McLeod	N. Y.
The Clock	NBC	7,500	Emerson	F.C.&B.	H. B. Swope, Jr.	N. Y.
Colgate Theatre	NBC	7,000	Colgate	Esty	Melville Burke	N. Y.
Easy Aces	DuM	2,000	Phillips Packing		Goodman Ace	(Film)
Famous Jury Trials	DuM	3,500	Co-Op		Trans-American	N. Y.
Faye Emerson Show	NBC	1,500	Arnold Bread	B. & B.	Hardie Frieberg	N. Y.
Fireside Theatre	NBC	10,000	Proc. & Gamble	Compton	Brewster Morgan	N. Y.
Ford Theatre	CBS	20,000	Ford	K.&E.	Winston O'Keefe	N. Y.
Friday Night Boxing	NBC	4,000	Gillette	Maxon	Bill Garden	N. Y.
Great Volta	CBS	1,250	Amalie	Hicks & Greist	Peter Krug	N. Y.
Greatest Fights	NBC	1,750	Chesebrough	Cayton	Allan Black	(Film)
Arthur Godfrey Ukelele Show	CBS	1,000	Hi-V	Franklin Bruck	Mug Richardson	N. Y.
Godfrey & Friends	CBS	15,000	Chesterfield	Cunningham & Walsh	Jack Carney	N. Y.
Goldbergs	CBS	7,500	Gen. Foods	Y. & R.	Worthington Miner	N. Y.
Holiday Hotel	ABC	11,500	Packard	Y. & R.	Monte Proser	N. Y.
Hollywood Screen Test*	ABC	3,300	Co-Op		Lester Lewis	N. Y.
Howdy Doody	NBC	850 (per ¼-hour)	Particip.		Martin Stone	N. Y.
Inside Detective*	DuM	4,200	Co-Op		Stark - Layton	N. Y.
Kay Kyser	NBC	17,500	Ford Dealers	JWT	Howard Reilly	N. Y.
Kraft Theatre	NBC	11,500	Kraft	JWT	Stan. Quin, Maury Holland	N. Y.
Kuda Bux	CBS	1,250	Mason Candy	Lindstrom, Leach & Co	Roger Bowman	N. Y.
Kukla, Fran & Ollie	NBC	1,850 (per ½-hour)	Particip.		Beulah Zachary	Chi
Leave It to Girls*	NBC	2,600	Co-Op		Martha Roumtree	N. Y.
Lights Out	NBC	7,000	Admiral	Kudner	H. B. Swope, Jr.	N. Y.
Lone Ranger	ABC	18,000	Gen. Mills	D.F.&S.	Geo. W. Trendle	(Film)
Lucky Pup	CBS	875	Amer. Bakeries	Tucker, Wayne		

[illegible] Bill to Help Pedagogs: 'Go TV'

Philadelphia, April 25.

In a strong plea for a separate category of noncommercial television stations, FCC Commissioner Frieda Hennock urged educators here last week to interest their schools and school systems in providing funds and facilities to use the medium to fill in the cultural gap in video programming.

Addressing a "Meet the Press" forum, held as a part of Schoolmen's Week activities, Miss Hennock said that "the healthiest thing that could happen to American broadcasting is for education and educators to get right in the thick of it."

Citing the "sad story" of the decline in number of educational AM stations, she said: "Education often sold its broadcasting birthright for a mess of pottage. You can't let that happen again. You must get in television at the beginning and you must stay in it."

During the questioning period of the forum, with three Philly reporters joining with Lawrence Spivak in the interrogation, Miss Hennock saw no reason why funds should not be appropriated for educational TV outlets, which she estimated would cost $125,000 to $250,000. If money can be provided for gymnasiums and stadiums, she said, it can be obtained for something as important to adult education and classroom teaching as video. She pointed out that at least 43,000,000 people are interested in adult education.

Asked "how can we have all classrooms looking at Shakespeare at the same time?" Miss Hennock pointed to the successful use of radio in England in teaching outlying districts. Television, she said, can have "far greater impact."

Comr. Hennock said that it is up to the educators to show the public "something new and better" in programming. "You are the

Leave It to Girls*	NBC	2,600	Co-Op		Martha Rountree	N. Y.
Lights Out	NBC	7,000	Admiral	Kudner	H. B. Swope, Jr.	N. Y.
Lone Ranger	ABC	18,000	Gen. Mills	D.F.&S.	Geo. W. Trendle	(Film)
Lucky Pup	CBS	875 (per ¼-hour)	Amer. Bakeries Particip.	Tucker, Wayne	Clarence Schimmel	N. Y.
Lucky Strike Theatre	NBC	25,000	American Tobacco	B.B.D.&O.	Robert Montgomery	N. Y.
Magic Cottage	DuM	1,100	Peter Paul	Maxon	DuMont	N. Y.
Mama	CBS	7,500	Gen. Foods	B.&B.	Ralph Nelson Carol Irwin	N. Y.
Man Against Crime	CBS	8,000	Camels	Esty	Paul Nickell	N. Y.
Martin Kane	NBC	8,000	U. S. Tobacco	Kudner	Ed Sutherland	N. Y.
Masland at Home	CBS	1,700	Masland Carpets	Anderson, Davis & Platte	Franklin Heller	N. Y.
Mohawk Showroom	NBC	7,500 (three days)	Mohawk Carpets	Geo. R. Nelson	Geo. R. Nelson	N. Y.
Monday Boxing*	DuM	2,500	Co-Op		Harry Coyle	N. Y.
Al Morgan Show*	DuM	3,600	Co-Op		DuMont	N. Y.
Ken Murray Show	CBS	20,000	Anheuser-Busch	D'Arcy	Frank Salem Ken Murray	N. Y.
News in Review	CBS	600	Barbasol	Erwin Wasey	CBS	(Film)
Paul Whiteman Show	ABC	11,500	Goodyear	Y. & R.	Tony Stanford	N. Y.
Philco Playhouse	NBC	14,500	Philco	Hutchins	Fred Coe	N. Y.
Quiz Kids	NBC	6,000	Alka - Seltzer	Wade	Louis G. Cowan	Chi
Roller Derby	ABC	2,500	Chev. Dealers Chesebrough Blatz Brewing	Campbell - Ewald McCann-Erickson K.F.C.&C.		N. Y.
Show Goes On	CBS	7,500 (per ½-hour)	Columbia Records	McCann-Erickson	Lester Gottlieb	N. Y.
Silver Theatre	CBS	9,000	Int'l Sterling	Y. & R.	Frank Telford	N. Y. (and Film)
Singing Lady	ABC	1,800	Kellogg	K. & E.	Blair Walliser	N. Y.
Small Fry Club	DuM	660 (per ½-hour)	Co-Op		Kay Emery	N. Y.
Stop the Music	ABC	6,500 (per ½-hour)	Admiral	Kudner	Louis G. Cowan	N. Y.
Studio One	CBS	13,500	Old Golds Westinghouse	Lennen & Mitchell McCann - Erickson	Worthington Miner	N. Y.
Super Circus	ABC	2,000 (per ½-hour)	Particip.		Phil Patton	Chi
Supper Club	NBC	12,500	Chesterfield	Cunningham - Walsh	Richard Berger	N. Y.
Suspense	CBS	8,000	Auto-Lite	Cecil & Presbrey	Robert Stevens	N. Y.
Talent Scouts**	CBS	3,500	Lipton's Tea	Y. & R.	Jack Carney	N. Y.
Texaco Star Theatre	NBC	30,000	Texaco	Kudner	Ed Cashman Arthur Knorr	N. Y.
This Is Show Business	CBS	10,000	Amer. Tobacco	B.B.D.&O.	Irving Mansfield	N. Y.
Toast of Town	CBS	12,000	Lincoln - Mercury	K. & E.	Marlo Lewis	N. Y.
Toni Twin Time	CBS	3,500	Toni	F.C.&B.	Sherman Marks	N. Y.
TV Teen Club	ABC	4,000	Griffin	Bermingham, Castleman & Pierce	Paul Whiteman	Phila.
Twenty Questions	ABC	3,500	Ronson	Grey	Garry Stevens	N. Y.
Tues. Nite Wrest.	CBS	2,300	Co-Op		Judson Bailey	N. Y.
Vanity Fair	CBS	800 (per day)	Particip.		Gil Fates	N. Y.
Voice of Firestone**	NBC	3,500	Firestone	Sweeney - James	M. B. Swope, Jr.	N. Y.
Fred Waring Show	CBS	20,000	Gen. Electric	Y. & R.	Lee Strahorn	N. Y.
We, the People**	NBC	3,000	Gulf Oil	Y. & R.	James Sheldon	N. Y.
Wed. Nite Boxing	CBS	4,600	Pabst	Warwick - Legler	Judson Bailey	N. Y.
What's My Line?	CBS	4,500	Stopett	Earle Ludgin	Gil Fates	N. Y.
Who Said That?*	NBC	2,200	Co-Op		Fred Friendly	N. Y.
Ed Wynn Show	CBS	15,000	Camels	Esty	Harlan Thompson	H'wood
Alan Young Show	CBS	15,000	Esso	Marschalk & Pratt	Ralph Levy	H'wood
Youth on March	ABC	1,000	Young People's Church	J. M. Camp	Percy Crawford	Phila.

*Average per station; price based on station's rate card.

**Simulcast; cost quoted includes only extra charge for TV over regular AM cost.

up to the educators to show the public "something new and better" in programming. "You are the ones," she said, "who can prove that our people do appreciate finer things. You are the ones who can teach broadcasters what the most appropriate programs for children are. You are the ones who can help to channel the great talent in the broadcasting industry into the production of better cultural programs for us all.

"This must be done by cooperation among you, and between educational and commercial broadcasters for this is a monumental task . . . you have all learned by experience that if improperly handled, educational broadcasting can be exceedingly dull. You and the broadcasting industry must devise ways to make it interesting and attractive."

TV Program Costs

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affiliates a percentage of their Class A time rates for the show, which permits them to make a profit by selling spots in the programs to local bankrollers.

DuMont utilizes a slightly different method. Web follows the percentage plan for the most part, but also has established other price-fixing plans. On the "Al Morgan Show," for example, affiliates in six cities get the show for $110 above the net program cost, while the price to all others is $72.50. Web also bases its costs to affiliates on certain shows on a percentage of their spot rates, rather than their program time rates. Both DuMont and CBS, incidentally, are now co-oping some of their remote sports pickups.

Milton Berle's "Texaco Star Theatre" on NBC is still the highest-priced package on the air, carrying a weekly gross cost exclusive of time of $30,000. Reason is Berle's top salary, plus the high fees paid guests on his show. Robert Montgomery's "Lucky Strike Theatre" is the highest-priced full-hour dramatic show, averaging about $25,000 because of its use of top-name actors, established story properties, etc. By contrast, NBC's "Kraft TV Theatre" is brought in for about $11,500 each week, since it bypasses the name talent.